

MARKETING EDUCATION ENTREPRENEURSHIP

**RELATED ACADEMIC SKILLS:
WHAT THE VOCATIONAL INSTRUCTION SHOULD REINFORCE:**

ACADEMIC AREA INSTRUCTIONAL LINKS

OCCUPATIONAL COMPETENCIES:

1. Describe characteristics of an entrepreneur.	Free Enterprise	Defines/economic terms/entrepreneur
2. Define target market.	Free Enterprise	Defines/economic terms/target market
3. Determine customer needs, wants and concerns.	Language Arts	Evaluates/information oral-written/relevant/irrelevant
	Free Enterprise	Describes/needs/wants/goods/services
4. Analyze market potential and venture feasibility.	Math	Estimates/rounds/expected outcomes
	Language Arts	Evaluates/information-written/main idea
	Language Arts	Infers/predicts/information oral-written/outcomes/solution
5. Obtain assistance from professionals (i.e., legal, financial, technical, and insurance).	Language Arts	Collects/organizes/information oral-written
6. Identify different types of business ownership.	Language Arts	Identifies/information-written
	Free Enterprise	Defines/economic terms/business ownership
7. Identify government regulations as they apply to business ownership and liability.	Free Enterprise	Describes/explains/government impact/costs/regulations
	Language Arts	Comprehends/information-written/cause/effect relationships
8. Select business location/design physical business layout.	Math	Calculates/evaluates/statistics/test of hypotheses
	Language Arts	Composes/visual aides

9. Plan mission, goals and objectives for business.	Language Arts	Identifies/purpose/strategy/listening, speaking, writing
10. Evaluate and analyze competition.	Free Enterprise	Describes/explains/economic concepts
	Language Arts	Uses/text resources
	Math	Estimates/rounds/expected outcomes
11. Identify components of a business plan.	Language Arts	Identifies/information-written/main idea
	Free Enterprise	Identifies/cost factors
12. Evaluate sources of start-up capital.	Free Enterprise	Identifies/cost factors/capital resources
13. Evaluate business performance.	Math	Calculates/evaluates/statistics/business performance
14. Demonstrate computer literacy in the use of word processor, spreadsheets, and data managers.		
15. Schedule employees.	Language Arts	Composes/forms/work schedule
	Language Arts	Collects/organizes/information oral-written/discussions
	Science	Applies/uses/maps/charts/tables/graphs
	Free Enterprise	Identifies/cost factors
16. Identify payroll components.	Language Arts	Identifies/information-written/main idea
	Free Enterprise	Identifies/cost factors/wages
17. Prepare plan for product/service marketing.	Language Arts	Composes/draft-written/sequence
	Free Enterprise	Describes/economic concepts/marketing
18. Develop personnel policies including needs assessment, job descriptions and staffing requirements.	Language Arts	Composes/forms/documents
	Language Arts	Composes/reports/exposition
	Free Enterprise	Identifies/cost factors/human resources
19. Establish pricing policies and strategies.	Math	Calculates/unit measure/price

	Language Arts	Composes/report/exposition
	Free Enterprise	Identifies/cost factors/pricing
20. Establish inventory purchase and control program.	Language Arts	Composes/report/exposition
	Free Enterprise	Identifies/cost factors
21. Prepare a promotional plan including advertising, public relations, and sales promotions.	Language Arts	Composes/report/exposition
	Free Enterprise	Identifies/cost factors
22. Demonstrate effective personal sales skills.	Language Arts	Presents/formal speech/persuasive
	Language Arts	Attends/verbal/non-verbal cues
23. Process sales transactions.	Math	Computes/addition/subtraction
24. Analyze financial statements.	Math	Formulates/verifies/conclusions
	Language Arts	Evaluates/information-written/relevant
25. Perform cash flow analysis.	Math	Formulates/verifies/conclusions
	Language Arts	Evaluates/information-written/relevant
26. Identify credit policies and procedures.	Language Arts	Identifies/information-written/main idea
	Free Enterprise	Describes/credit responsibilities
27. Establish customer service procedures.	Language Arts	Composes/drafts written/sequence
	Language Arts	Composes/report/exposition
28. Explain value-added concept.	Free Enterprise	Describes/explains/economic concepts
	Language Arts	Presents/formal/informal speech/information supplying
29. Evaluate the benefits of professional/trade organization affiliation	Evaluates/information oral-written/fact-opinion	
	Language Arts	

LEADERSHIP COMPETENCIES

1. Communicate effectively with others.	Language Arts	Presents/informal speech/discussion
---	---------------	-------------------------------------

	Language Arts	Attends/verbal/non-verbal cues
2. Manage time effectively.		
3. Organize and delegate effectively.	Language Arts Language Arts	Collects/organizes/information oral-written Presents/informal speech/information supplying
4. Set goals and priorities.	Language Arts	Composes/draft oral-written/sequence
5. Resolve conflict.	Language Arts	Adapts/diction/structure/audience purpose-situation
6. Adapt to environment/situation.	Language Arts Language Arts	Adapts/strategy/speaking Attends/verbal/non-verbal cues
7. Motivate self and others.	Language Arts	Presents/formal/informal speech/persuasive
8. Accept challenge of competition.		

JOB GETTING, JOB KEEPING COMPETENCIES:

1. Use successful interpersonal communication skills.	Language Arts Language Arts	Adapts/diction/audience-purpose- Adapts/strategy/listening	situation
2. Use effective oral communication skills.	Language Arts	Adapts/strategy/speaking	
3. Use effective written communication skills.	Language Arts	Adapts/strategy/writing	
4. Exhibit dependability and punctuality.			
5. Adapt to change/demonstrate flexibility.			
6. Produce quality work.			
7. Take responsibility for mistakes and/or good work.			
8. Demonstrate personal hygiene, cleanliness and professional appearance.			
9. Analyze match between career goals and	Language Arts	Evaluates/information-written/relationship of ideas	

entrepreneurial characteristics.

ENTREPRENEURSHIP COMPETENCIES:

1. Explain the concept of profit.	Free Enterprise Free Enterprise	Defines/economic terms/profit Describes/explains/economic concepts
2. Explain the concept of private enterprise.	Free Enterprise Free Enterprise	Defines/economic terms/private enterprise Describes/explains/economic concepts
3. Analyze the concept of supply and demand.	Free Enterprise	Describes/explains/economic concepts/supply/demand
4. Explain the concept of business cycles.	Free Enterprise	Describes/explains/business cycles
5. Explain the possibilities of international trade.	Free Enterprise	Describes/explains/economic concepts
6. Recognize relevant, ethical issues in business.	Language Arts	Evaluates/information-written/appropriateness
7. Identify components of the innovation process.	Language Arts Free Enterprise	Identifies/information written-oral Describes/explains/economic concepts